

## ORDER



**Orders**  
**Order / Rev:** 203795  
**Alt Order #:**  
**Product Desc:** 9/10-9/16 KAINE FOR SENATE 2012  
**Estimate:** 11791  
**Flight Dates:** 09/10/12 - 09/16/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** REG

**Primary AE:** WAVY National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/M

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	25	\$11,450.00	\$9,732.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$11,450.00	\$9,732.50	0.00
<b>Totals</b>	<b>25</b>	<b>\$11,450.00</b>	<b>\$9,732.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	09/10/12	09/16/12	WAVY News @ Sunrise	CM	5a-6a	11-1---	:30	3	\$300.00	P2	0.00	NM	3	\$900.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11-1---		3				\$300.00		0.00			
N 2	WAVY	09/11/12	09/11/12	WAVY 6AM News	CM	6a-7a	-1-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----		1				\$700.00		0.00			
N 3	WAVY	09/10/12	09/16/12	Today Show M-F	CM	7a-9a	11111--	:30	5	\$700.00	P2	0.00	NM	5	\$3,500.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	11111--		5				\$700.00		0.00			
N 4	WAVY	09/13/12	09/13/12	Today Show 3	CM	10a-11a	---1---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---1---		1				\$100.00		0.00			
N 5	WAVY	09/12/12	09/12/12	M-F 4-5p	CM	4p-5p	--1----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				M-F 4-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--1----		1				\$125.00		0.00			
N 6	WAVY	09/11/12	09/11/12	WAVY News 10 @5p	CM	5p-530p	-1-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
				News 10 @5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-1-----		1				\$350.00		0.00			

